

REMARKS/ARGUMENTS

In response to the Examiner's further Office Action of September 8, 2008 the Applicant respectfully submits the accompanying Amendment of the claims and the following Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to omit recitation of the "operation parameters" and to specify that the processor automatically threads the continuous web of media past the printhead along the media path from a loading area to a winding area. Support for this amendment can be found at page 39, lines 6-13 and page 42, lines 29-37 of the present specification; and

dependent claims 3-5, 7, 13, 31, 37-41 and 49 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

Regarding 35 USC 103(a) Rejections and Response to Arguments

It is respectfully submitted that the subject matter of amended independent claim 1, and claims 3-5, 7, 13, 31, 37-41 and 49 dependent therefrom, is not taught or suggested by any one or more of previously cited Martin, Nozawa, Stoffel and Goldstein in view of newly cited Erickson et al. (US 5,751,303), because in the specifically disclosed arrangement of Martin the drive roller 28 is located on the take-up roll 26 side of the print head 20 such that the user must manually thread the wallpaper stock 27 past the print head (see paragraph [0009] and Fig. 2), which is contrary to the claimed invention, and none of the other cited references provide any disclosure which makes up for this deficiency in Martin.

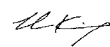
It is respectfully submitted that the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

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